



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, October 21, 2020

9:30 a.m., Microsoft Teams

1. **Welcome and Introductions.**

ACTION ITEM

2. **2021 March is Texas SmartScape Month Discussion.** The group will discuss slogans and visuals for the 2021 March is Texas SmartScape Month campaign.

NCTCOG presented the results of a recent survey requesting campaign slogan submissions for the 2021 March is Texas SmartScape Month campaign. The group was then polled to select the slogan for the coming year. "Texas Tough, Texas True" received the most votes for the 2021 campaign slogan. The group was then asked to provide input on design concepts they would like to see incorporated in the supporting visuals. Feedback provided via a recent survey was also discussed amongst the group. Design idea elements the group felt were most important to include were: the use of real photo stock instead of drawings; incorporating a home landscape into the design; and showing a child with a butterfly or wildlife.

NCTCOG staff will take the requested design elements and create several mockups. The mockups will be sent to PETF via an email survey in the coming weeks - for the selection of a finalized design to be used as the campaign's supporting visuals.

3. **FY21 Work Project Discussion.** NCTCOG staff will lead a discussion and gather feedback on specific Webinar and Training topics for the new fiscal year Work Program.

The focus of the FY21 special project is webinars and trainings for the members of the PETF. NCTCOG staff polled the group to prioritize training topics that had previously been suggested by the group. The prioritized training topics will be: Small Scale BMPs, Low Impact Design, Healthy Creeks and Waterways, and Pet Waste. Staff also polled the group for desired days and times to hold trainings. The majority of the group preferred Tuesdays, Wednesdays, and Thursdays in the mornings to hold a webinar or training. NCTCOG staff will begin work on finding speakers and presentations on the prioritized topics.

DISCUSSION

4. **FY20 Work Project Update.** NCTCOG staff will update the group on the status of deliverables for the North Texas Community Cleanup Challenge.

Work on the website for the North Texas Community Cleanup Challenge has recently resumed. NCTCOG staff are working on building out pages and resources on the website to have them ready in early 2021.

To help continue the momentum of the project, additional Preventing Plastic Pollution Toolkits are being created for November/December centered on having plastic free and less-waste holidays and a January toolkit centered on going on a plastic diet. Both toolkits can be found on the PETF information page of the NCTCOG website.

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5. **Doo the Right Thing Photo Contest Recap.** NCTCOG staff will update the group on the results of the 2021 Doo the Right Thing Photo Contest.

The results of the recent Doo the Right Thing online photo contest were recapped for the group. The contest ran from July 1, 2020 through August 31, 2020 for submissions and pledges from the public. Voting was conducted by the PETF group from September 3, 2020 through September 18, 2020. There were 189 pledges received, 172 of which were eligible entries, from more than 29 cities across the region. The new social media posts and formats went into use starting on October 1, 2020. Members can follow the Doo the Right Thing social media profiles on Facebook, Instagram, and Twitter at @DooNorthTexas. Toolkits with social media posts for each month are posted on the PETF information page of the NCTCOG website.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

6. **Other NCTCOG Program Updates.** NCTCOG staff will share recent and upcoming activities of the IDDE, Stormwater Monitoring, TMDL, and Wastewater and Treatment Education Roundtable, programs.

The Illicit Discharge Detection and Elimination (IDDE) Task Force has an upcoming meeting on December 10, 2020, at 9:30 a.m.. Roundtable members will discuss upcoming training opportunities for FY21.

The Regional Wet Weather Characterization Program (RWWCP) is in the fourth year of the program term. They are in the beginning phase of implementation of Best Management Practices Analysis and Evaluation Plan. Program participants will start BMP data collection efforts.

TMDL activities for FY2021 have been postponed due to delayed contracts from TCEQ. All previously scheduled Fall 2020 TMDL subcommittee meetings have been postponed until NCTCOG receives an executed Work Order and Notice to Proceed from TCEQ.

The Wastewater and Treatment Education Roundtable (WATER) is currently accepting commitments for the FY2021 Work Program online at www.nctcog.org/envir/public-works/water-cost-share. Their next meeting will be on December 8, 2020, at 10:00 AM. The 2020 Holiday Grease Roundup, hosted by WATER, will run from Nov. 23rd, 2020 to Jan. 4th, 2021. For more information, please contact [Hannah Allen](#).

The [Simple Life Cycle of Drinking Water Educational Explainer Video](#), produced by the WATER group, is now available!

7. **Conferences & Events.** NCTCOG staff will share regional and statewide conferences and events.

- **Experiences and Lessons Learned from Trash Capture Projects** EPA Trash Free Waters Webinar – Thursday, November 5, 2020, 12:00 pm – 1:00 pm CST
- **14th Annual North Texas Regional Water Conservation Symposium** (Virtual) – November 10th – 12th, 2020
- **DCCCD Sustainability Summit** (Virtual), Friday, November 6, 2020

8. **News & Resources.** NCTCOG staff will share news and resources of relevance to the group.

- EPA Trash Free Waters Article series:
 - **August** - [What You Need to Know About Microfiber Pollution](#) explains how our clothes are contributing to the plastic pollution problem. It also provides tips for how you can help reduce the flow of microfibers from your clothes into waterways.
 - **September** - [Rethinking Plastic Packaging - How Can Innovation Help Solve the Plastic Waste Crisis?](#) describes some of the innovative products and models that are being



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developed to reduce waste from plastic packaging. The article examines bio-based plastic materials, non-plastic packaging alternatives, and new reuse models.

- EPA Toolkit: [Waste in Our Waters: A Community Toolkit for Aquatic Litter Removal](#) is a step-by-step guide for addressing litter in your community, both *before* and *after* it reaches your local waterway.
 - Study: [Towards Control Strategies for Microplastics in Urban Water](#) examines microplastics control strategies in water and wastewater.
 - Take Care of Texas – Curated List of [Resources for Parents and Teachers](#). In addition to their own publications and games, they have curated a list of environmental education resources available from state and federal agencies for parents and teachers to use at home or in the classroom! Topics include: Outdoor Learning by Texas Parks and Wildlife Dept., Conservation Education by Texas Water Development Board as well as Texas A&M Forest Service, professional development resources for teachers and much more.
 - Educational Video: [Balloon Litter: Say No To Letting It Go! Inspirational alternatives to balloon releases.](#)
9. **Roundtable.** Members will share what is happening in their communities.

Burleson: Holding a tree planting program this fall with the Keep Burleson Beautiful affiliate.

Carrollton: Conducting litter cleanups as they can now have volunteers in groups with a max of 10 persons. Received a Wells Fargo grant which will be used to obtain equipment for storm drain marking. Currently only have one drill for use in the storm drain marking program so the grant and purchase of equipment will help grow that program. City is holding a drive through Halloween event and staff is working to put together stormwater related costumes.

Cedar Hill: Recently posted for an Environmental Specialist position, have a Community Cleanup event coming up on October 24th.

Cleburne: Have revitalized the graffiti abatement program with the Johnson County Community Supervision. The materials for the program are being provided by the Streets and Drainage Department. Keep Cleburne Beautiful Buffalo Creek Cleanup/Fall Sweep is ongoing through Nov. 15th with minimal contact pickup and drop of off materials. Have had several groups volunteer, of less than 10 people, so far. Postings have prompted a volunteer to help with continued graffiti identification and abatement. The Police Department will be participating in the Drug Take Back event the weekend of October 24th. Potentially looking into illegal dumping grants from Bluebonnet RC&D to tackle some problem areas in their drainage.

Dallas: City of Dallas will be holding several online environmental education events in the coming week. Earth Day Every Day! Transportation Impacts on Air Pollution and Earth Kids: Birds, Flight and Darker Nights will both be held online through the Dallas Public Library.

Flower Mound: Finished their Fall Trash Off/Recycling Drop Off at the end of September. Was a town wide trash clean-up and recycling drop off event. Still not able to hold outreach programs in schools yet.

Grand Prairie: Holding monthly Household Hazardous Waste and Electronics Recycling events for the public.

Irving: Holding a drive through Halloween event on Saturday, October 24th. Training two new Stream Team members.

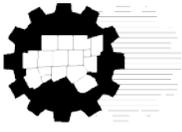
Mansfield: Holding a Fall Sweep, limited to small groups, instead of a Litter Cleanup lasting several weeks throughout October. Doing virtual educational programs with the Boy Scouts and schools. Installed a cistern, which was funded by a TRWD grant, for watering the community/SmartScape garden at their facilities.

Prosper: Using YouTube videos as part of the school outreach programs since staff cannot go in person due to COVID-19 restrictions. Have been using volunteers to do inlet markings.

10. **Next Meeting Dates.** The next meeting is tentatively scheduled for Wednesday, January 20, 2021, at 9:30 a.m. Location to be determined.

11. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Crysta Guzman at (817) 695-9107 or cguzman@nctcog.org. Thank you!



Stormwater Public Education Task Force
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9:30 a.m., Microsoft Teams



MEMBER SIGN IN SHEET

NAME	ORGANIZATION
Becki Begley	City of Fort Worth
Paula Breysacher	City of Garland
Bobbi Bryan	NTMWD
Mitchell Carpenter	City of Burleson
Cody Cash	City of Irving
Shawn Cheairs	Town of Addison
Gail Copening	City of Richardson
Radwan Dalu	City of Dallas
Nathan Davidson	Dallas County
Madisson Dunn	City of Southlake
Renee Esses	City of Farmer's Branch
Moss Fennell	VRX - NTTA
Heather Firn	Trinity River Authority
Becca Grassl-Petersen	Tarrant County
Wilson Haynes	City of Frisco
Denise Hickey	NTMWD
James House	Town of Prosper
Kevin Hurley	City of Dallas
Devan Jones	City of Carrollton
Teri McBride	City of Richardson
Gregg Moss	City of Grapevine
William Nahas	City of Allen
Subha Pandey	Town of Flower Mound
Rebecca Sales	City of Mansfield

Julie Schmidt	City of Dallas
Barry Vercoe	City of Grand Prairie
Duy Vu	City of Cedar Hill
Melissa Walker	City of Arlington
Joyce Warren	City of Frisco
Julie Winchell	City of Cleburne